

2071847389

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MONKEY-OFF BASIC

PM USA - Basic Special Offer

PROGRAM OBJECTIVES/STRATEGIES

- Offer a discount of .25¢ per pack/\$2.50 per carton to adult smokers in Retail Masters & Non Retail Masters stores on all packings of Marlboro during the five week period from 3/2/98 to 4/5/98 (discount 4 consecutive weeks in RM and 3 consecutive weeks in NRM stores).
- Communicate the discount with supporting POS.

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PM USA - Basic Special Offer

FIELD SALES FORCE OBJECTIVES

OBJECTIVES

- Penetrate 90% of Retail Masters accounts and 70% of Non Retail Masters accounts
- Place promotional POS (with retailer's price call-out) in all participating stores.

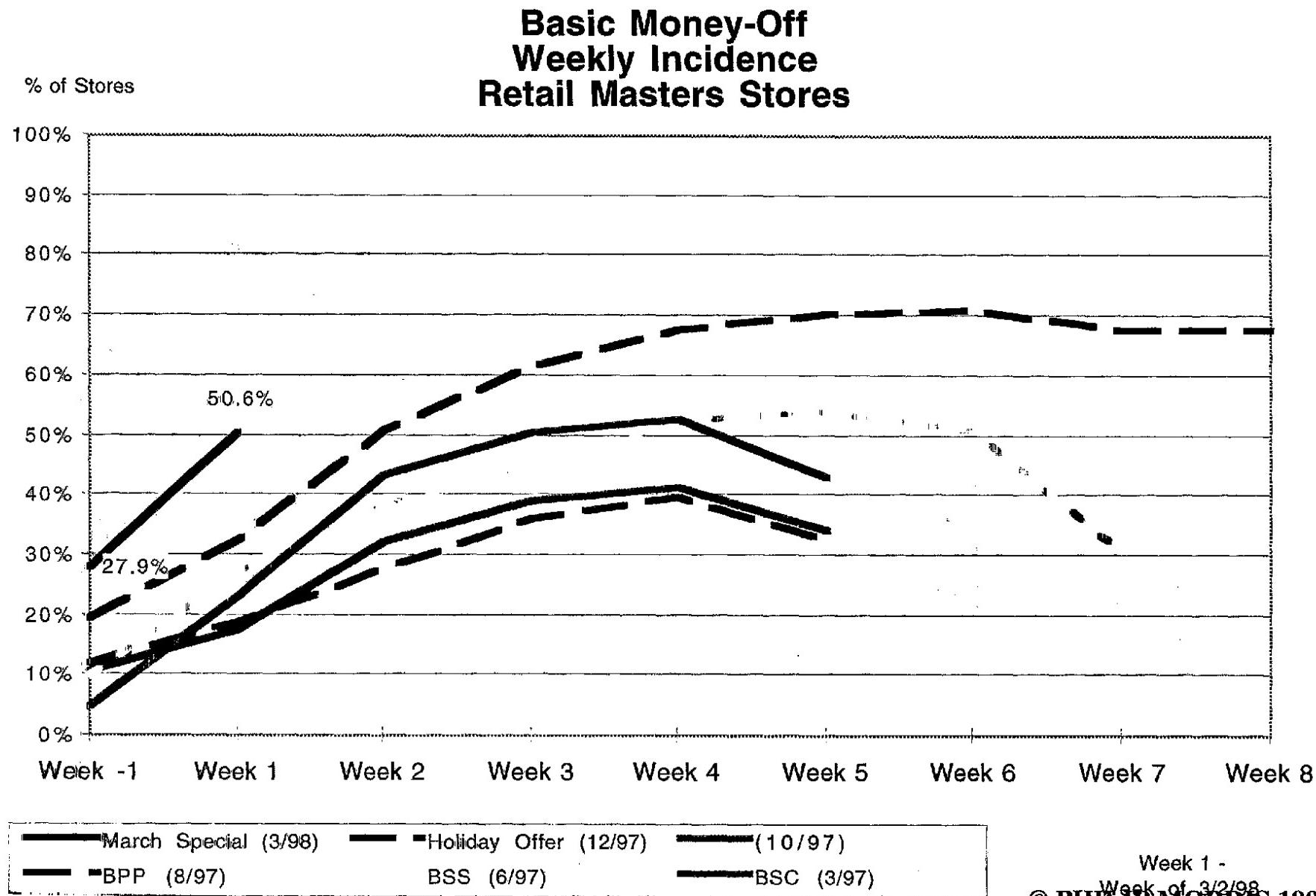
RESULTS (Cume Through w/o 3/2)

- 55.7% of RM stores and 27.1% of NRM stores had visible money-off
- 50.7% of RM and 22.2% of NRM stores had visible money-off

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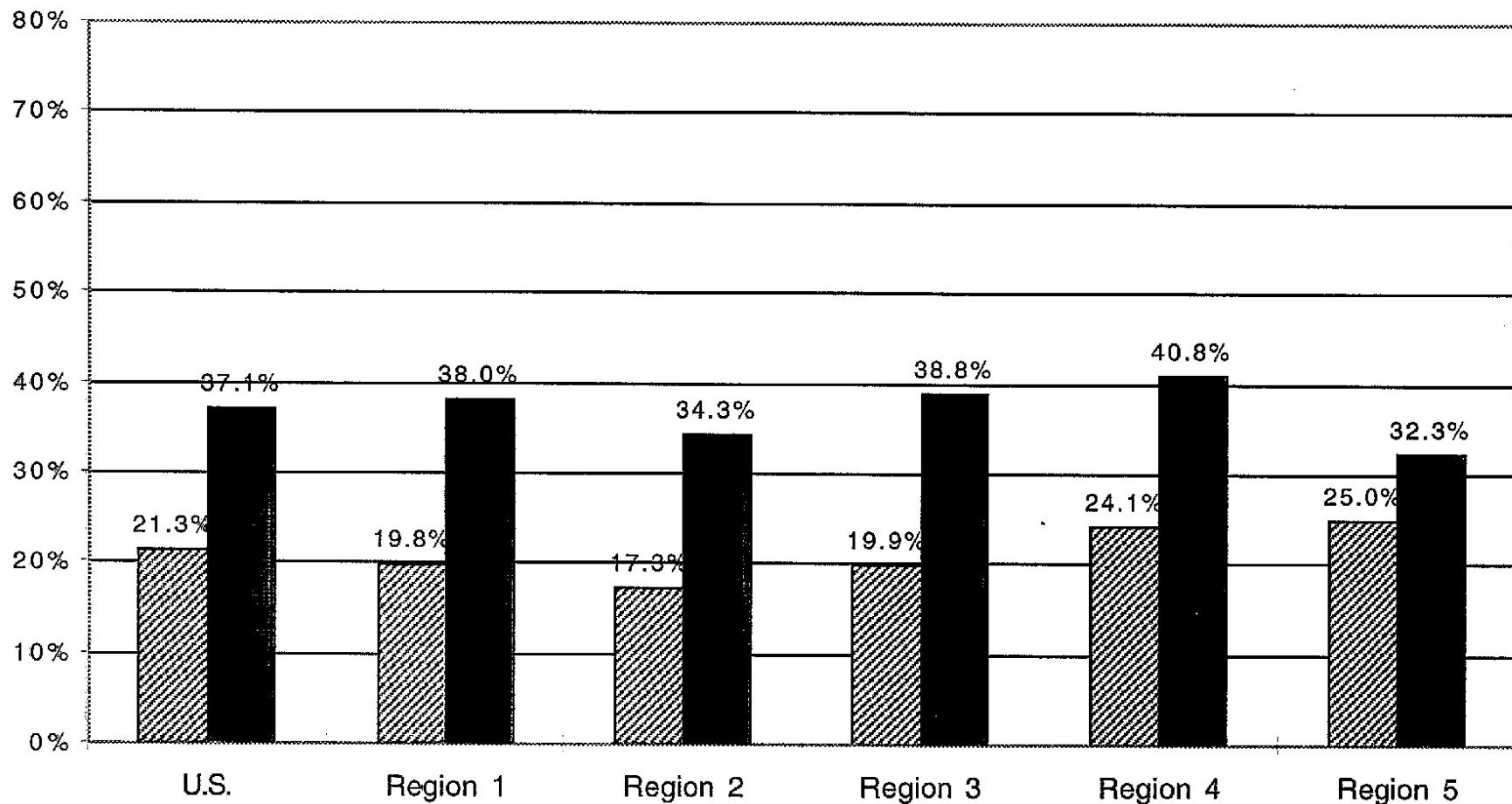
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Basic Money-Off Weekly Incidence
Week 1 (W/E 3/2/98)
Total Retail Masters & Non Retail Masters Stores



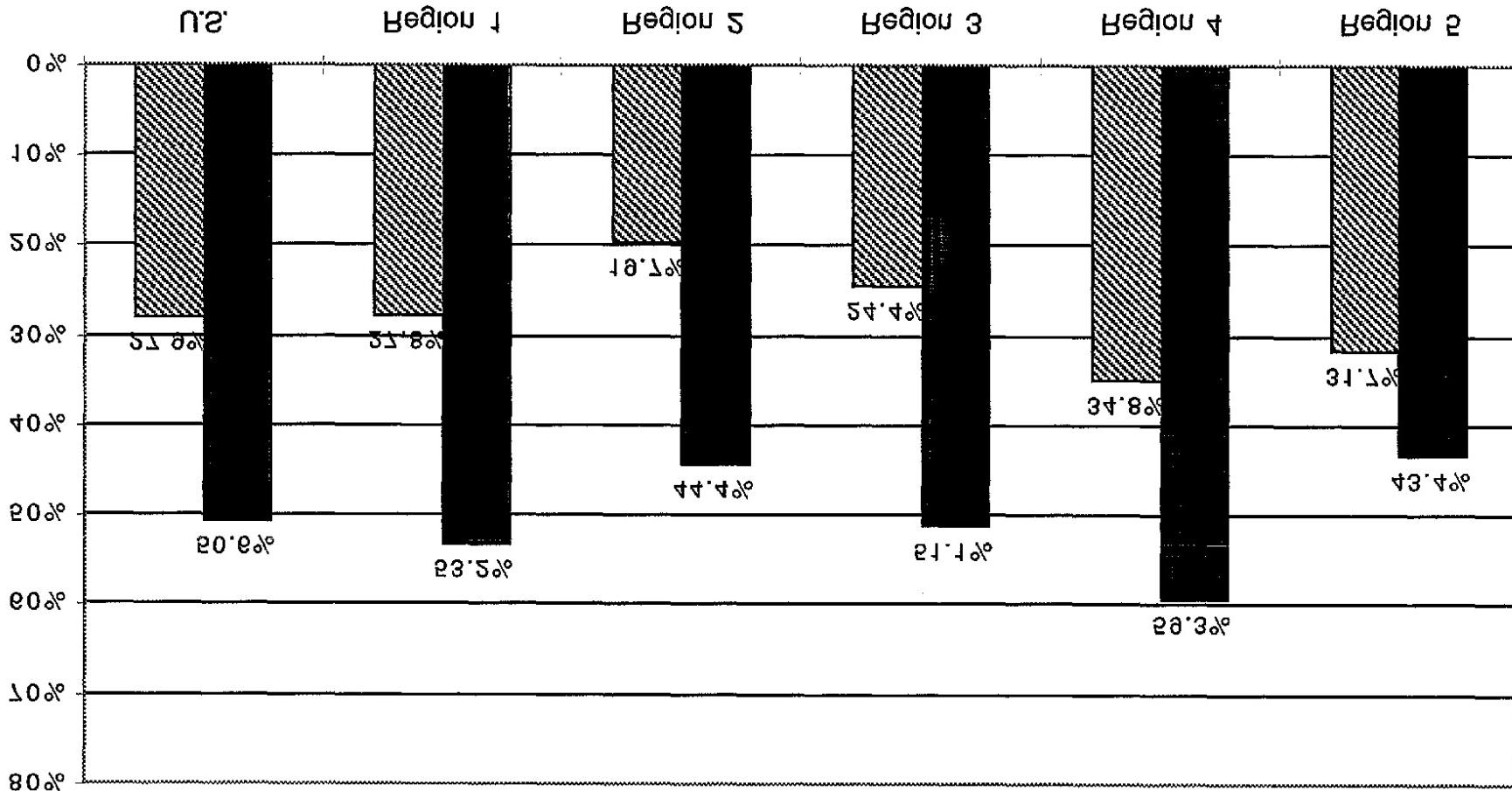
Source: Market Decisions

Week -1 Week 1

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Source: Market Decisions



Sales stores after
(sales week) T-Week
Sales weekly off-vnom disba

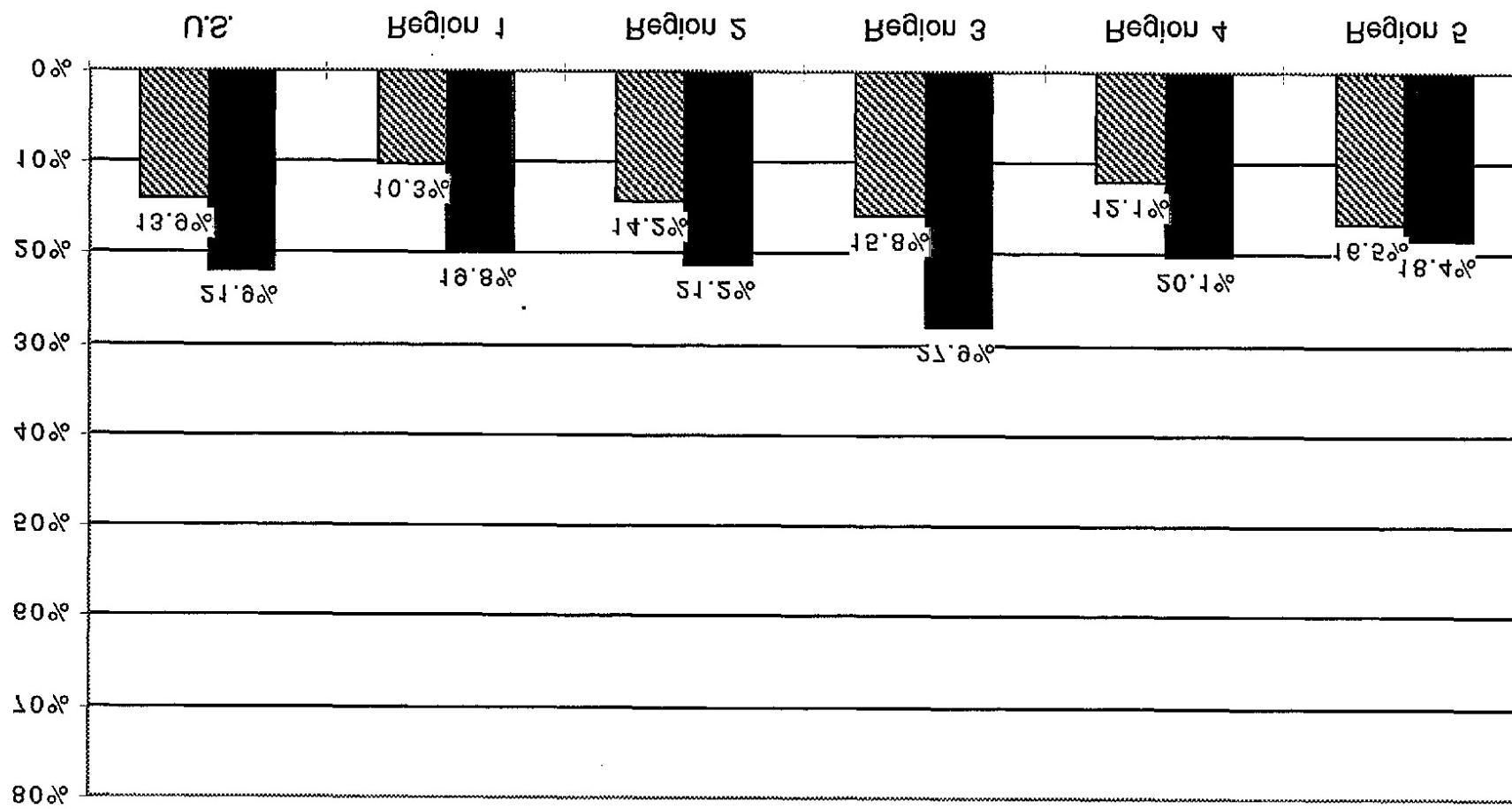
Мы предлагаем - АСУ

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Source: Market Decisions

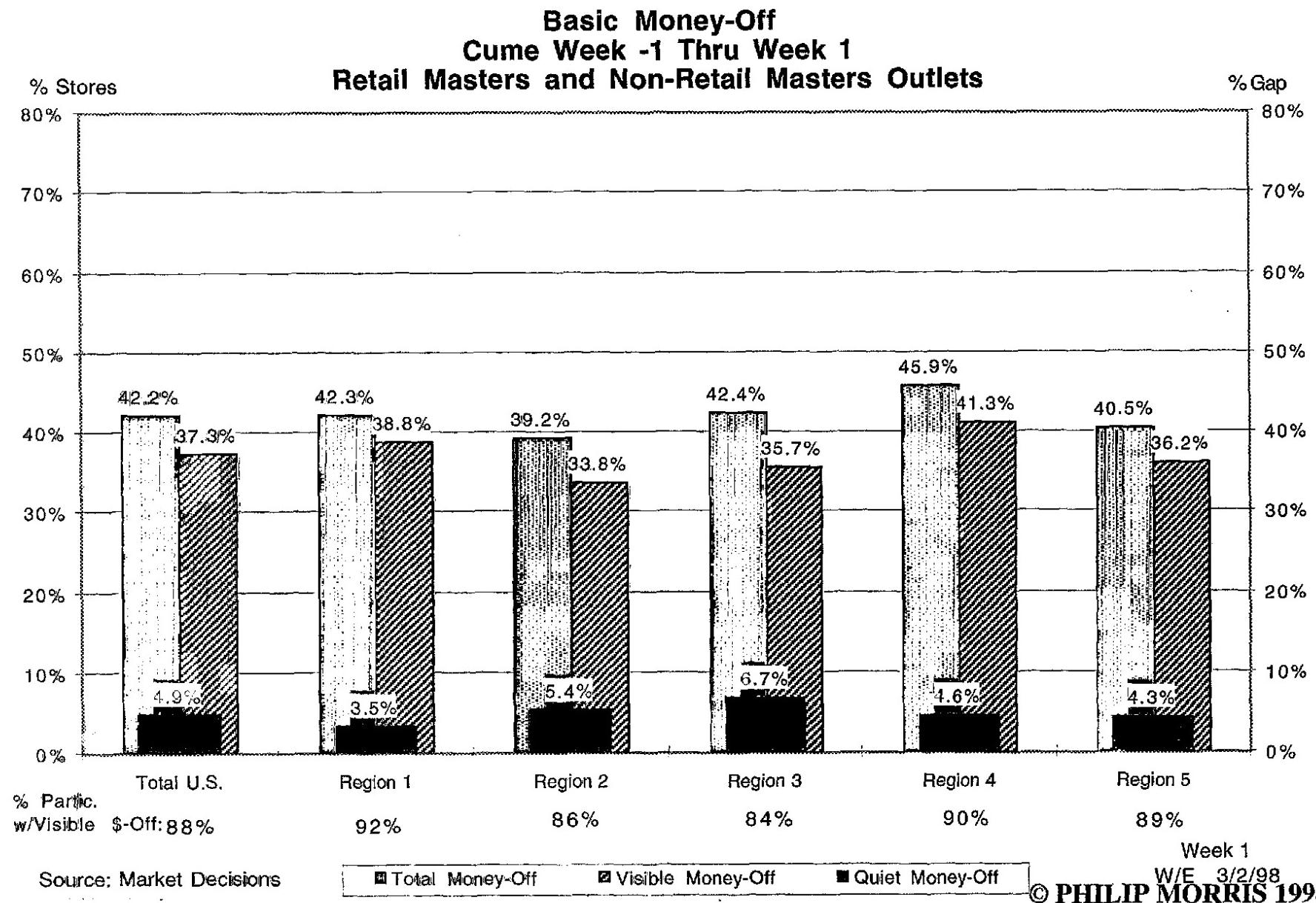
Week 1 - Week 2



non retail stores system after
week 1 (8661)
base volume weekly difference

МУ АСУ Basic Specs Offer

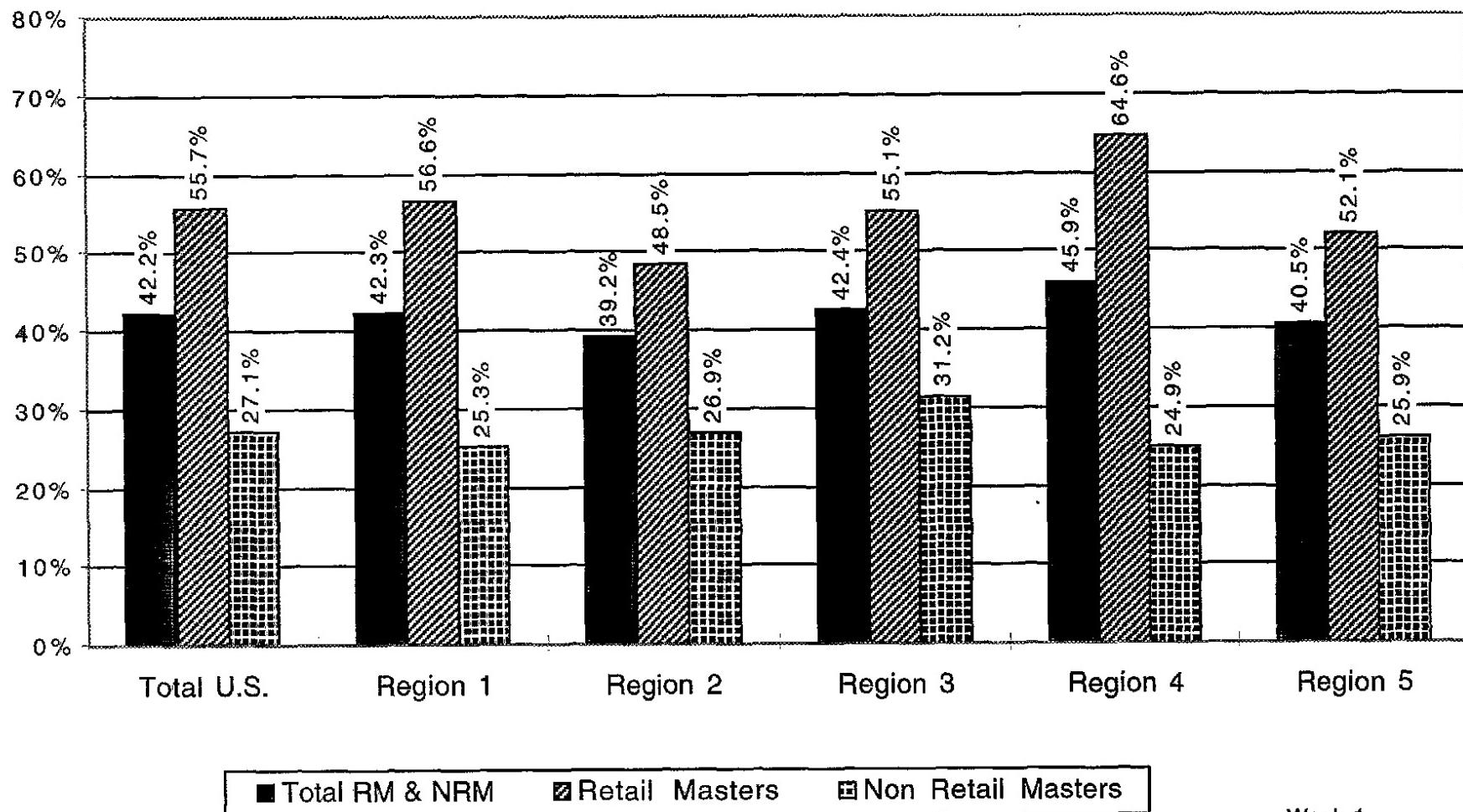
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PM USA - Basic Special Offer

Basic Special Savings
Total Money-Off Incidence
Cume Week -1 Thru Week 1



Source: Market Decisions

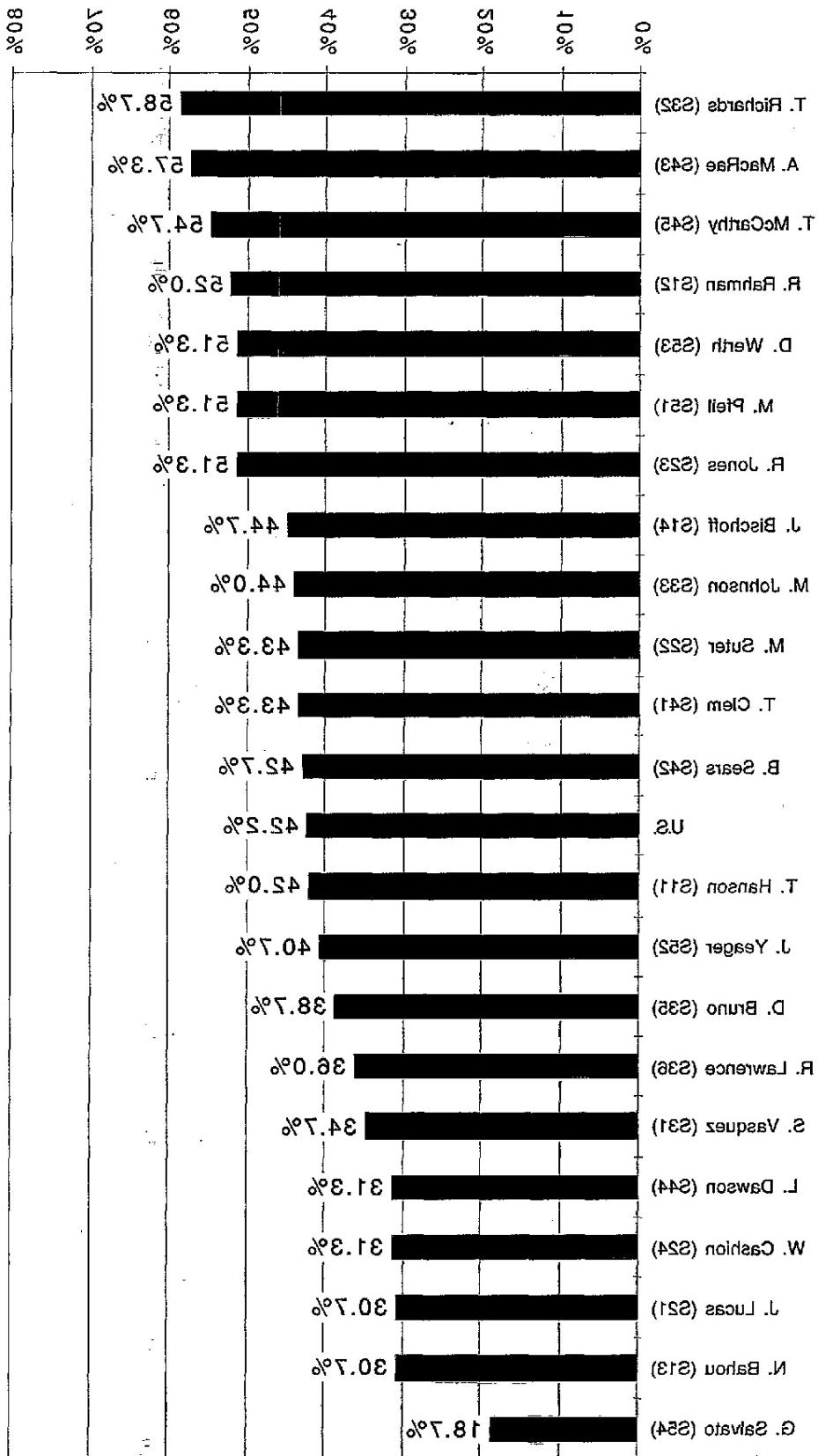
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Week 1
W/O 3/2/98
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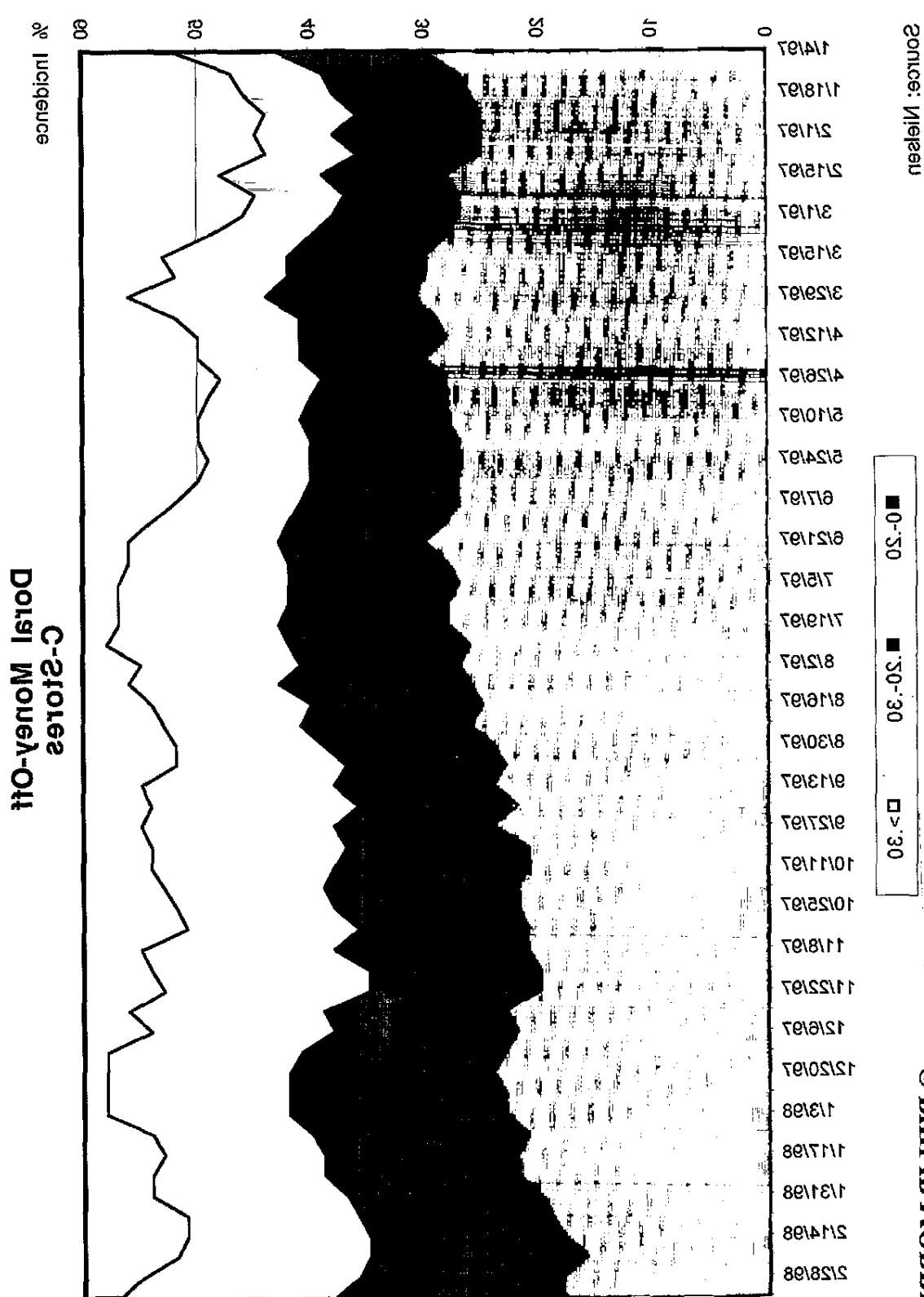
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Source: Market Decisions

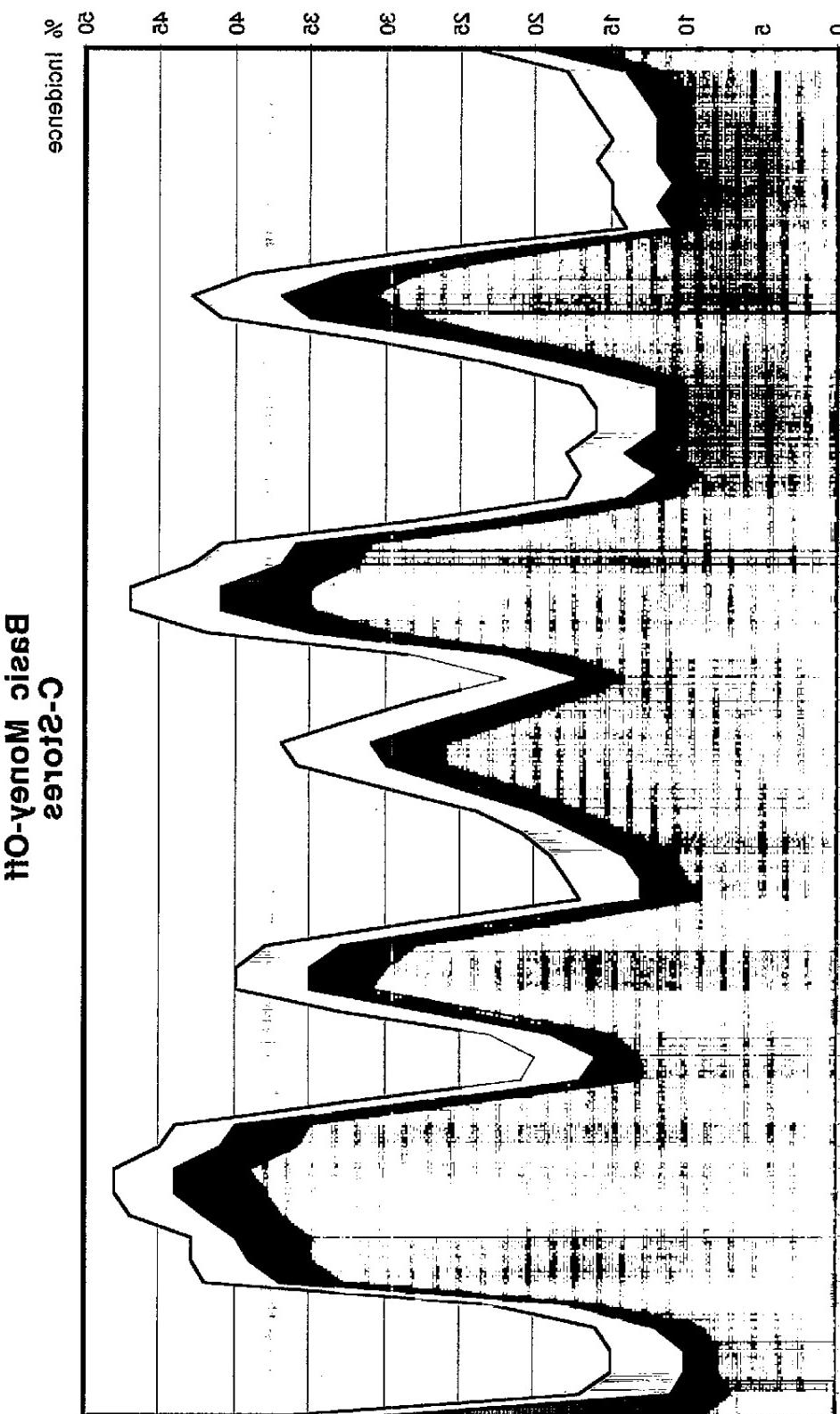


Ma USA - Basic Schedule Order



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